

## IN THE CLAIMS

The listing of claims will replace all prior versions and listings of claims in the application:

Listing of claims:

1. (Currently amended) A computer implemented method comprising:  
storing in a database a status criteria associated with an initial promotion;  
storing in said database at least a first status value associated with said status criteria and a  
second status value associated with said status criteria, said first status value indicating  
acceptance of said promotion, and said second status value indicating rejection of said  
promotion;  
delivering an said initial promotion to a customer;  
determining a status of the said initial promotion delivered to said customer using said status  
criteria associated with said initial promotion;  
selecting a related promotion based on said status of the said initial promotion delivered to  
said customer determined; and  
delivering said related promotion to said customer.
2. (Currently amended) The method of Claim 1, wherein said step of delivering an said initial promotion comprises delivering said initial promotion through an electronic medium.
3. (Currently amended) The method of Claim 2, wherein said step of delivering said initial promotion through an electronic medium comprises delivering said initial promotion to the said customer through at least one of a kiosk, a point of sale (POS), an electronic transaction device, and a customer computer.
4. (Currently amended) The method of Claim 3, wherein said step of delivering said initial promotion through an said electronic medium further comprises delivering said initial

promotion via the Internet.

5. (Currently amended) The method of Claim 1, wherein said step of delivering ~~an~~ said initial promotion comprises delivering said initial promotion through a hard copy medium.

6. (Currently amended) The method of Claim 5, wherein said step of delivering said initial promotion through a said hard copy medium comprises delivering said initial promotion to the said customer through at least one of a direct mailing process and a hand delivery process.

7. (Currently amended) The method of Claim 1, wherein said step of determining a said status of the said initial promotion ~~delivered~~ comprises determining ~~a status of the initial promotion~~ based on electronic feedback from the said customer.

8. (Currently amended) The method of Claim 7, wherein said step of determining a said status of the said initial promotion based on electronic feedback from the said customer comprises receiving an explicit ~~accept or reject~~ indication from said customer.

9. (Currently amended) The method of Claim 7, wherein said step of determining a said status of the said initial promotion is based on near real time electronic feedback during a transaction with from the said customer, and wherein said near real time electronic feedback during said transaction comprises receiving an implicit accept or reject indication from said customer based on one of the customer (1) printing or and downloading, or and (2) declining to print or and download the said initial promotion, during said transaction, such that said initial promotion and said related promotion are delivered to the customer during said transaction.

10. (Currently amended) The method of Claim 1, wherein said step of determining a said status of the said initial promotion ~~delivered~~ comprises: storing transaction data in association with said initial promotion, wherein said transaction

data includes transaction date that said initial promotion was delivered to said customer;

determining a defined status value for status of [the initial promotion] said initial promotion corresponding to one of (1) accepted, (2) rejected, and (3) unknown, wherein said determining comprises based on applying said predetermined status criteria to said transaction data; and storing said defined status value. assigned to the initial promotion.

11. (Currently Amended) The method of claim 10, wherein said transaction data comprises identity of a product. ~~The method of Claim 10, wherein said step of determining a status of the initial promotion based on predetermined status criteria assigned to the initial promotion comprises determining a status of the initial promotion based on purchase information of the product promoted by the initial promotion.~~

12. (Currently amended) The method of Claim 10, wherein said transaction data comprises redemption data ~~step of determining a status of the initial promotion based on predetermined status criteria assigned to the initial promotion comprises determining a status of the initial promotion based on redeeming information of the initial promotion.~~

13. (Currently amended) The method of claim 10, wherein said status criteria comprises time interval between transaction date and a subsequent date. ~~The method of Claim 10, wherein said step of determining a status of the initial promotion based on predetermined status criteria assigned to the initial promotion comprises determining a status of the initial promotion based on a delivery date of said initial promotion.~~

14. (Currently amended) The method of Claim 10, wherein said step of determining a said status of the said initial promotion based on predetermined status criteria assigned to the initial promotion comprises determining a said status of the said initial promotion based on an expiration date of said promotion.

15. (Currently amended) ~~The method of Claim 1, wherein said step of selecting a related~~

~~promotion based on said status of the initial promotion determined comprises selecting a predetermined related promotion associated with the status of the initial promotion determined.~~

The method of claim 1, wherein said initial promotion is a first promotion, said related promotion is a second promotion, and further comprising the steps of:

determining a second status of said second promotion and storing second status promotion value in memory;

determining a third promotion related to said second promotion to deliver to said customer based on said second status;

delivering said third promotion to said customer;

determining a third status of said third promotion and storing third status promotion value in memory;

determining a fourth promotion related to said third promotion to deliver to said customer based on said third status;

delivering said fourth promotion to said customer.

16. (Currently amended) ~~The method of Claim 1, wherein said step of delivering a related promotion comprises delivering said related promotion through an electronic medium.~~ The method of claim 15, wherein said delivering said initial promotion comprises delivering via a first delivery medium, and at least one of said delivering said second promotion, said delivering said third promotion, and said delivering said fourth promotion comprises delivering via a second delivery medium that is different from said first delivery medium.

17. (Currently amended) The method of Claim 16, wherein said step of delivering said related promotion through an electronic medium comprises delivering said related promotion to the customer by transmitting said related promotion to ~~through~~ at least one of a kiosk, a point of sale (POS), and ~~an electronic transaction device, and a customer computer.~~

18. (Currently amended) ~~The method of Claim 16, wherein said step of delivering said related promotion through an electronic medium further comprises delivering said related~~

~~promotion via the Internet.~~ The method of claim 15, wherein

said delivering said initial promotion comprises delivering via a first delivery medium;

at least one of said delivering said second promotion, said delivering said third promotion, and said delivering said fourth promotion, comprises delivering via a second delivery medium that is different from said first delivery medium; and

at least one of said delivering said second promotion, said delivering said third promotion, and said delivering said fourth promotion, comprises delivering via a third delivery medium that is different from said first delivery medium.

19. (Currently amended) ~~The method of Claim 1, wherein said step of delivering a related promotion comprises delivering said related promotion through a hard copy medium. The method of claim 18 further comprising:~~

reading a CID associated with an address; and

determining which delivery medium to use to send at least one of said second promotion, said third promotion, and said fourth promotion based at least in part upon said CID address.

20. (Currently amended) The method of Claim 19, wherein said step of delivering said related promotion through a said hard copy medium comprises delivering said related promotion to the said customer via postal mail ~~through at least one of a direct mailing and hand delivery process.~~

21. (Currently amended) The method of Claim 1, ~~wherein~~ further comprising a customer computer; and

wherein all of said steps of delivering an said initial promotion, determining a said status of the said initial promotion, selecting a said related promotion, and delivering the said related promotion are performed through a single medium in a single transaction with the said customer via said customer using said customer computer while said customer computer is logged on to a web site.

Claim 22 (Original): The method of Claim 21, wherein said single medium is a customer computer and said single transaction comprises an online shopping event.

23. (Currently amended) The method of Claim 1, wherein said steps of delivering ~~an~~ said initial promotion, determining a said status of ~~the~~ initial promotion, selecting a said related promotion and delivering ~~the~~ said related promotion are performed ~~in~~ for at least two transactions with ~~the~~ said customer, and wherein said delivering for said first transaction comprises delivering to a first address for said customer, and wherein delivery for said second transaction comprises delivering to a second address for said customer, said second address different from said first address.

Claim 24 (Currently amended): The method of Claim 23 1, wherein said delivering said related promotion and said delivering said initial promotion to said ~~at least two transactions with~~ the customer are performed through the same delivery medium.

25. (Original) The method of Claim 23, wherein said at least two transactions with the customer are performed through at least two delivery mediums.

26. (Withdrawn) A computer implemented method comprising:  
delivering a plurality of promotions to a customer through a plurality of delivery mediums;  
determining a status of each promotion delivered;  
determining an effective medium for the customer based on the status of each promotion delivered; and  
delivering promotions to said customer primarily through the effective medium determined.

27. (Withdrawn) The method of Claim 26, wherein said step of delivering a plurality of promotions to a customer through a plurality of delivery mediums comprises delivering said plurality of promotions through an electronic medium.

28. (Withdrawn) The method of Claim 27, wherein said step of delivering said plurality of promotions through an electronic medium comprises delivering said promotions to the customer through at least one of a kiosk, a point of sale (POS), an electronic transaction device, and a customer computer.

29. (Withdrawn) The method of Claim 27, wherein said step of delivering said plurality of promotions through an electronic medium further comprises delivering said initial promotion via the Internet.

30. (Withdrawn) The method of Claim 26, wherein said step of delivering a plurality of promotions to a customer through a plurality of delivery mediums comprises delivering said plurality of promotions through a hard copy medium.

31. (Withdrawn) The method of Claim 30, wherein said step of delivering said plurality of promotions through a hard copy medium comprises delivering said plurality of promotions to the customer through at least one of a direct mailing and hand delivery process.

32. (Withdrawn) The method of Claim 26, wherein said step of determining a status of each promotion delivered comprises determining a status of a promotion based on electronic feedback from the customer.

33. (Withdrawn) The method of Claim 32, wherein said step of determining a status of a promotion based on electronic feedback from the customer comprises receiving an explicit accept or reject indication from said customer.

34. (Withdrawn) The method of Claim 32, wherein said step of determining a status of a promotion based on electronic feedback from the customer comprises receiving an implicit accept or reject indication from said customer based on the customer printing or downloading, or declining to print or download the initial promotion.

35. (Withdrawn) The method of Claim 26, wherein said step of determining a status of each promotion delivered comprises determining a status of a promotion based on predetermined status criteria assigned to the promotion.

36. (Withdrawn) The method of Claim 35, wherein said step of determining a status of the promotion based on predetermined status criteria assigned to the promotion comprises determining a status of the promotion based on purchase information of the product promoted by the promotion.

37. (Withdrawn) The method of Claim 35, wherein said step of determining a status of the promotion based on predetermined status criteria assigned to the promotion comprises determining a status of the promotion based on redeeming information of the promotion.

38. (Withdrawn) The method of Claim 35, wherein said step of determining a status of the promotion based on predetermined status criteria assigned to the promotion comprises determining a status of the promotion based on a delivery date of the promotion.

39. (Withdrawn) The method of Claim 35, wherein said step of determining a status of the promotion based on predetermined status criteria assigned to the promotion comprises determining a status of the promotion based on an expiration date of said promotion.

40. (Withdrawn) The method of Claim 26, wherein said step of determining an effective medium for the customer based on the status of each promotion delivered comprises determining whether a delivery medium meets a predetermined effectiveness criteria.

41. (Withdrawn) The method of Claim 40, wherein said step of determining whether a delivery medium meets a predetermined effectiveness criteria comprises determining the number of occurrences of a predetermined status within a delivery medium.



42. (Withdrawn) The method of Claim 40, wherein said step of determining whether a delivery medium meets a predetermined effectiveness criteria comprises determining the frequency of the customer's use of the delivery medium.

Claim 43 (Currently amended): A computer implemented method comprising:

storing in a database a status criteria associated with an initial promotion;

storing in said database at least a first status value associated with said status criteria and a second status value associated with said status criteria, said first status value indicating acceptance of said promotion, and said second status value indicating rejection of said promotion;

delivering ~~an~~ said initial promotion to a customer;

determining a status of ~~the~~ said initial promotion delivered to said customer by monitoring customer transactions at a point of sale (POS) and by using said status criteria associated with said initial promotion;

selecting a related promotion for said customer based on said status of ~~the~~ said initial promotion ~~determined~~ delivered to said customer; and

delivering said related promotion to said customer.

44. (Currently amended) A system associated with a retail store, comprising:

a memory device having embodied therein, data related to promotions; and

a processor in communication with said memory device, said processor configured to:

store in said memory a status criteria associated with an initial promotion;

store in said memory at least a first status value associated with said status criteria and a second status value associated with said status criteria, said first status value indicating acceptance of said promotion, and said second status value indicating rejection of said promotion;

deliver ~~an~~ said initial promotion to a customer;

determine a status of ~~the~~ said initial promotion delivered to said customer using said status criteria;

select a related promotion based on said status of the said initial promotion ~~determined~~  
delivered to said customer; and  
deliver said related promotion to said customer.

45. (Original) The system of Claim 44, wherein said processor is configured to deliver said initial promotion through an electronic medium.

46. (Currently amended) The system of Claim 45 wherein said processor is configured to deliver said initial promotion to the said customer through at least one of a kiosk, a point of sale (POS), an electronic transaction device, and a customer computer.

47. (Original) The system of Claim 46, wherein said processor is configured to deliver said initial promotion via the Internet.

48. (Original) The system of Claim 44, wherein said processor is configured to deliver said initial promotion through a hard copy medium.

49. (Currently amended) The system of Claim 48, wherein said processor is configured to deliver said initial promotion to the said customer through at least one of a direct mailing process and a hand delivery process.

50. (Currently amended) The system of Claim 44, wherein said processor is configured to determine a status of the said initial promotion delivered to said customer based on electronic feedback from the said customer.

51. (Currently amended) The system of Claim 50, wherein said processor is configured to receive and store in memory an explicit accept or reject indication from said customer.

52. (Currently amended) The system of Claim 50, wherein said processor is configured to

receive and store in memory an implicit accept or reject indication from said customer based on the said customer either (1) printing or downloading; or (2) declining to print or download the said initial promotion.

53. (Currently amended) The system of Claim 44, wherein said processor is configured to determine a said status of the said initial promotion delivered to said customer based on ~~predetermined~~ status criteria assigned to ~~the~~ said initial promotion.

54. (Currently amended) The system of Claim 53, wherein said processor is configured to determine a said status of the said initial promotion delivered to said customer based on purchase information associated with said customer and of the at least one product promoted by the said initial promotion.

55. (Currently amended) The system of Claim 53, wherein said processor is configured to determine a said status of the said initial promotion delivered to said customer based on redeeming information of the associated with said customer and said initial promotion delivered to said customer.

56. (Currently amended) The system of Claim 53, wherein said processor is configured to determine a said status of the said initial promotion delivered to said customer based on a delivery date of when said initial promotion was delivered to said customer.

57. (Currently amended) The system of Claim 53, wherein said processor is configured to determine a said status of the said initial promotion delivered to said customer based on an expiration date of said initial promotion delivered to said customer.

58. (Currently amended) The system of Claim 44, wherein said processor is configured to select a ~~predetermined~~ related promotion associated with ~~the~~ said status of the said initial promotion ~~determined~~ delivered to said customer.

59. (Original) The system of Claim 44, wherein said processor is configured to deliver said related promotion through an electronic medium.

60. (Currently amended) The system of Claim 59, wherein said processor is configured to deliver said related promotion to ~~the~~ said customer through at least one of a kiosk, a point of sale (POS), an electronic transaction device, and a customer computer.

61. (Original) The system of Claim 59, wherein said processor is configured to deliver said related promotion via the Internet.

62. (Original) The system of Claim 44, wherein said processor is configured to deliver said related promotion through a hard copy medium.

63. (Currently amended) The system of Claim 62, wherein said processor is configured to deliver said related promotion to ~~the~~ said customer through at least one of a direct mailing process and a hand delivery process.

64. (Currently amended) The system of Claim 44, wherein said processor is configured to deliver an initial promotion, determine a status of the initial promotion, select a related promotion and deliver ~~the~~ said related promotion through a single medium in a single transaction with ~~the~~ said customer.

65. (Original) The system of Claim 64, wherein said single medium is a customer computer and said single transaction comprises an online shopping event.

66. (Currently amended) The system of Claim 44, wherein said processor is configured to deliver an initial promotion to said customer, determine a status of ~~the~~ said initial promotion delivered to said customer, select a related promotion, and deliver ~~the~~ said related promotion in at least two transactions with the customer to said customer, wherein said initial promotion is

delivered to said customer in a first transaction and said related promotion is delivered to said customer in a second transaction.

67. (Currently amended) The system of Claim 66, wherein said processor is configured to communicate with said customer during said first transaction and said second transaction ~~perform said at least two transactions with the customer~~ through the same delivery medium.

68. (Currently amended) The system of Claim 66, wherein said processor is configured to ~~perform said at least two transactions with the customer~~ communicate with said customer during said first transaction and said second transaction through at least two delivery mediums.

69. (Withdrawn) A system associated with a retail store, comprising:  
a memory device having embodied therein, data related to promotions; and  
a processor in communication with said memory device, said processor configured to:  
deliver a plurality of promotions to a customer through a plurality of delivery mediums;  
determine a status of each promotion delivered;  
determine an effective medium for the customer based on the status of each promotion delivered; and  
deliver promotions to said customer primarily through the effective medium determined.

70. (Withdrawn) The system of Claim 69, wherein said processor is configured to deliver said plurality of promotions through an electronic medium.

71. (Withdrawn) The system of Claim 70, wherein said processor is configured to deliver said promotions to the customer through at least one of a kiosk, a point of sale (POS), an electronic transaction device, and a customer computer.

72. (Withdrawn) The system of Claim 70, wherein said processor is configured to deliver said initial promotion via the Internet.

73. (Withdrawn) The system of Claim 69, wherein said processor is configured to deliver said plurality of promotions through a hard copy medium.

74. (Withdrawn) The system of Claim 73, wherein said processor is configured to deliver said plurality of promotions to the customer through at least one of a direct mailing and hand delivery process.

75. (Withdrawn) The system of Claim 69, wherein said processor is configured to determine a status of a promotion based on electronic feedback from the customer.

76. (Withdrawn) The system of Claim 75, wherein said processor is configured to receive an explicit accept or reject indication from said customer.

77. (Withdrawn) The system of Claim 75, wherein said processor is configured to receive an implicit accept or reject indication from said customer based on the customer printing or downloading, or declining to print or download the initial promotion.

78. (Withdrawn) The system of Claim 69, wherein said processor is configured to determine a status of a promotion based on predetermined status criteria assigned to the promotion.

79. (Withdrawn) The system of Claim 78, wherein said processor is configured to determine a status of the promotion based on purchase information of the product promoted by the promotion.

80. (Withdrawn) The system of Claim 78, wherein said processor is configured to determine a status of the promotion based on redeeming information of the promotion.

81. (Withdrawn) The system of Claim 78, wherein said processor is configured to determine a status of the promotion based on a delivery date of the promotion.

82. (Withdrawn) The system of Claim 78, wherein said processor is configured to determine a status of the promotion based on an expiration date of said promotion.

83. (Withdrawn) The system of Claim 69, wherein said processor is configured to determine whether a delivery medium meets a predetermined effectiveness criteria.

84. (Withdrawn) The system of Claim 83, wherein said processor is configured to determine the number of occurrences of a predetermined status within a delivery medium.

85. (Withdrawn) The system of Claim 83, wherein said processor is configured to determine the frequency of the customer's use of the delivery medium.

Claim 86 (Currently amended): A system associated with a retail store, comprising:  
a memory device having embodied therein, data related to promotions;  
a status criteria associated with an initial promotion stored in said memory device;  
at least a first status value associated with said status criteria and a second status value  
associated with said status criteria stored in said memory device, said first status value indicating  
acceptance of said promotion, and said second status value indicating rejection of said  
promotion; and

a processor in communication with said memory device, said processor configured to:  
deliver ~~an~~ said initial promotion to a customer;  
determine a status of ~~the~~ said initial promotion delivered to said customer by monitoring  
customer transactions at a point of sale (POS) and applying said status criteria to customer  
transaction data from said customer transactions for said customer;

select a related promotion based on said status of ~~the~~ said initial promotion delivered to said  
customer determined; and

deliver said related promotion to said customer.

87. (Original) A computer readable medium containing program instructions for execution

on a computer system, which when executed by the computer system, cause the computer system to perform the steps in the method recited in any one of Claims 1-43.

Claim 88 (Currently amended): ~~A system comprising:~~

- ~~— means for delivering an initial promotion to a customer;~~
- ~~— means for determining a status of the initial promotion delivered;~~
- ~~— means for selecting a related promotion based on said status of the initial promotion determined; and~~
- ~~— means for delivering said related promotion to said customer.~~

A computer system comprising:

- means for delivering an initial promotion to a customer;
- means for storing in a database a status criteria associated with said initial promotion;
- means for storing in said database at least a first status value associated with said status criteria and a second status value associated with said status criteria, said first status value indicating acceptance of said promotion, and said second status value indicating rejection of said promotion;
- means for determining a status of said initial promotion delivered to said customer using said status criteria associated with said initial promotion;
- means for selecting a related promotion based on said status of said initial promotion delivered to said customer; and
- means for delivering said related promotion to said customer.

Claim 89 (Currently amended): The system of Claim 88, wherein said means for delivering an said initial promotion comprises means for delivering said initial promotion through an electronic medium.

Claim 90 (Currently amended): The system of Claim 88, wherein said means for delivering an said initial promotion comprises means for delivering said initial promotion through a hard copy medium.



Claim 91 (Currently amended): The system of Claim 88, wherein said means for determining a said status of ~~the~~ said initial promotion delivered to said customer comprises means for determining a said status of ~~the~~ said initial promotion delivered to said customer based on electronic feedback from ~~the~~ said customer.

Claim 92 (Currently amended): The system of Claim 88, wherein said means for determining a said status of ~~the~~ said initial promotion delivered to said customer comprises means for determining a said status of ~~the~~ said initial promotion delivered to said customer based on predetermined status criteria assigned to ~~the~~ said initial promotion.

Claim 93 (Currently amended): The system of Claim 92, wherein said means for determining a said status of ~~the~~ said initial promotion delivered to said customer based on predetermined status criteria assigned to the said initial promotion comprises means for determining a said status of ~~the~~ said initial promotion delivered to said customer based on purchase information associated with said customer and at least one of the product promoted by the initial promotion delivered to said customer.

Claim 94 (Currently amended): The system of Claim 92, wherein said means for determining a said status of ~~the~~ said initial promotion delivered to said customer based on predetermined status criteria assigned to ~~the~~ said initial promotion comprises means for determining a said status of ~~the~~ said initial promotion based on redeeming information associated with said customer and said of the initial promotion delivered to said customer.

Claim 95 (Currently amended): The system of Claim 92, wherein said means for determining a said status of ~~the~~ said initial promotion delivered to said customer based on predetermined status criteria assigned to ~~the~~ initial promotion comprises means for determining a said status of ~~the~~ said initial promotion based on a delivery date of said initial promotion to said customer.

Claim 96 (Currently amended): The system of Claim 92, wherein said means for determining

a said status of ~~the~~ said initial promotion delivered to said customer based on ~~predetermined~~ status criteria assigned to ~~the~~ said initial promotion delivered to said customer comprises means for determining a said status of ~~the~~ said initial promotion delivered to said customer based on an expiration date of said promotion.

Claim 97 (Currently amended): The system of Claim 88, wherein said means for selecting a related promotion based on said status of ~~the~~ said initial promotion delivered to said customer ~~determined~~ comprises means for selecting a ~~predetermined~~ related promotion associated with ~~the~~ said status of ~~the~~ said initial promotion delivered to said customer ~~determined~~.

Claim 98 (Currently amended): The system of Claim 88, wherein said means for delivering a said related promotion comprises means for delivering said related promotion through an electronic medium.

Claim 99 (Currently amended): The system of Claim 88, wherein said means for delivering a said related promotion comprises means for delivering said related promotion through a hard copy medium.

Claim 100 (Currently amended): The system of Claim 88, ~~further comprising wherein said~~ system is configured to perform the functions of said means for delivering an initial promotion, determining a status of the initial promotion, selecting a related promotion and delivering the related promotion ~~through a single medium in~~ during a single transaction with ~~the~~ said customer.

Claim 101 (Currently amended): The system of Claim 88, ~~further comprising wherein said~~ system is configured to perform the functions of said means for delivering an initial promotion, determining a status of the initial promotion, selecting a related promotion and delivering the related promotion during in at least two transactions with ~~the~~ said customer.

Claim 102 (Currently amended): The system of Claim 101, wherein said at least two transactions with ~~the~~ said customer are performed through the same delivery medium.

Claim 103 (Currently amended): The system of Claim 101, wherein said at least two transactions with ~~the~~ said customer are performed through at least two delivery mediums.

104. (Withdrawn) A system comprising:

means for delivering a plurality of promotions to a customer through a plurality of delivery mediums;

means for determining a status of each promotion delivered;

means for determining an effective medium for the customer based on the status of each promotion delivered; and

means for delivering promotions to said customer primarily through the effective medium determined.

105. (Withdrawn) The system of Claim 104, wherein said means for delivering a plurality of promotions to a customer through a plurality of delivery mediums comprises means for delivering said plurality of promotions through an electronic medium.

106. (Withdrawn) The system of Claim 104, wherein said means for delivering a plurality of promotions to a customer through a plurality of delivery mediums comprises means for delivering said plurality of promotions through a hard copy medium.

107. (Withdrawn) The system of Claim 104, wherein said means for determining a status of each promotion delivered comprises means for determining a status of a promotion based on electronic feedback from the customer.

108. (Withdrawn) The system of Claim 107, wherein said means for determining a status of a promotion based on electronic feedback from the customer comprises means for receiving an

explicit accept or reject indication from said customer.

109. (Withdrawn) The system of Claim 107, wherein said means for determining a status of a promotion based on electronic feedback from the customer comprises means for receiving an implicit accept or reject indication from said customer based on the customer printing or downloading, or declining to print or download the initial promotion.

110. (Withdrawn) The system of Claim 104, wherein said means for determining a status of each promotion delivered comprises means for determining a status of a promotion based on predetermined status criteria assigned to the promotion.

111. (Withdrawn) The system of Claim 110, wherein said means for determining a status of the promotion based on predetermined status criteria assigned to the promotion comprises means for determining a status of the promotion based on purchase information of the product promoted by the promotion.

112. (Withdrawn) The system of Claim 110, wherein said means for determining a status of the promotion based on predetermined status criteria assigned to the promotion comprises means for determining a status of the promotion based on redeeming information of the promotion.

113. (Withdrawn) The system of Claim 110, wherein said means for determining a status of the promotion based on predetermined status criteria assigned to the promotion comprises means for determining a status of the promotion based on a delivery date of the promotion.

114. (Withdrawn) The system of Claim 110, wherein said means for determining a status of the promotion based on predetermined status criteria assigned to the promotion comprises means for determining a status of the promotion based on an expiration date of said promotion.

115. (Withdrawn) The system of Claim 104, wherein said means for determining an

effective medium for the customer based on the status of each promotion delivered comprises means for determining whether a delivery medium meets a predetermined effectiveness criteria.

116. (Withdrawn) The system of Claim 115, wherein said means for determining whether a delivery medium meets a predetermined effectiveness criteria comprises means for determining the number of occurrences of a predetermined status within a delivery medium.

117. (Withdrawn) The method of Claim 115, wherein said means for determining whether a delivery medium meets a predetermined effectiveness criteria comprises means for determining the frequency of the customer's use of the delivery medium.

118. (Canceled).

119. (Currently amended) The method of claim 1, further comprising:  
determining an effective medium for said customer based on said status of said initial promotion delivered to said customer,

wherein said step of determining ~~an~~ said effective medium for said customer based on said status of said initial promotion delivered to said customer comprises determining whether a delivery medium meets ~~a predetermined~~ an effectiveness criteria;

wherein said step of determining whether said delivery medium meets said ~~predetermined~~ effectiveness criteria comprises either determining the number of occurrences of a ~~predetermined~~ status with said delivery medium or determining ~~the a~~ frequency of said customer's use of said delivery medium; and

delivering promotions to said customer primarily through said effective medium ~~determined~~.

120. (Currently amended) The system of 44, further comprising:  
delivering said initial promotion and said related promotion through a plurality of delivery mediums;

determining an effective medium for said customer based on said status of said initial

promotion delivered to said customer and said status of said related promotion delivered to said customer;

delivering promotions to said customer primarily through said effective medium ~~determined~~;  
wherein said processor is configured to determine whether said delivery medium meets a ~~predetermined~~ an effectiveness criteria;

wherein said processor is configured to determine ~~the~~ a number of occurrences of a ~~predetermined~~ status within said delivery medium; and

wherein said processor is configured to determine the frequency of said customer's use of said delivery medium.

Claim 121 (Currently amended): The system of claim 88, further comprising:  
means for delivering said initial promotion and said related promotion to said customer through a plurality of delivery means;

means for determining an effective medium for said customer based on said status of said initial promotion and said related promotion delivered to said customer;

means for delivering promotions to said customer primarily through said effective medium ~~determined~~;

wherein said means for determining said effective medium for said customer based on said status of each promotion delivered comprises means for determining whether said delivery medium meets a ~~predetermined~~ an effectiveness criteria; and

wherein said means for determining whether said delivery medium meets said ~~predetermined~~ effectiveness criteria comprises either means for determining ~~the~~ a number of occurrences of a ~~predetermined~~ status within said delivery medium or means for determining ~~the~~ a frequency of said customer's use of said delivery medium.

Claim 122 (Currently amended): The system of claim 91, wherein said means for determining said status of said initial promotion based on said electronic feedback from said customer comprises means for receiving an explicit accept or reject indication from said customer; and  
wherein said means for determining said status of said initial promotion based on said

electronic feedback from said ~~consumer~~ customer comprises means for receiving an implicit accept or reject indication from said ~~consumer~~ customer based on said ~~consumer~~ customer either printing or downloading; or declining to print or download said initial promotion.

123. (Withdrawn) The method of claim 26, further comprising:

selecting a related promotion based on said status of each of said promotions determined, wherein said step of selecting said related promotion based on said status of each of said promotions determined comprises selecting a predetermined related promotion associated with said status of each of said promotions determined;

delivering said related promotion to said customer; and

monitoring customer transactions at a point of sale (POS) during said step of determining said status of said promotions delivered.

124. (Withdrawn) The method of claim 123, wherein said steps of delivering said plurality of promotions to said customer through said plurality of delivery mediums; determining said status of each promotion delivered, determining said effective medium for said customer based on said status of each promotion delivery; delivering promotions to said customer primarily through said effective medium determined; selecting said related promotion based on said status of each of said promotions determined; and delivering said related promotion to said customer are performed through a single medium in a single transaction with the customer;

wherein said single medium is said customer's computer and said single transaction comprises an online shopping event.

125. (Withdrawn) The method of claim 123, wherein said steps of delivering said plurality of promotions to said customer through said plurality of delivery mediums; determining said status of each promotion delivered, determining said effective medium for said customer based on said status of each promotion delivery; delivering promotions to said customer primarily through said effective medium determined; selecting said related promotion based on said status of each of said promotions determined; and delivering said related promotion to said customer are

performed in at least two transactions with the customer; and

wherein said at least two transactions with said customer are performed either through the same delivery method or at least two delivery methods.

126. (Withdrawn) The system of claim 69, further comprising:

said processor in communication with said memory device, said processor configured to:

deliver an initial promotion to a customer;

determine a status of the initial promotion delivered by monitoring customer transactions at a point of sale (POS);

select a related promotion based on said status of said initial promotion delivered;

deliver said related promotion to said consumer; and

select a predetermined related promotion associated with said status of said initial promotion determined.

127. (Withdrawn) The system of claim 126, wherein said processor configured to deliver said initial promotion, determine said status of said initial promotion, select said related promotion and deliver said related promotion through a single medium in a single transaction with said consumer; and

wherein said single medium is said consumer's computer and said single transaction comprises an online shopping event.

128. (Withdrawn) The system of claim 126, wherein said processor configured to deliver said initial promotion, determine said status of said initial promotion, select said related promotion and deliver said related promotion in at least two transactions with the consumer; and

wherein said processor is configured to perform said at least two transactions with said consumer either through the same delivery medium or at least two delivery methods.

129. (Withdrawn) The system of claim 104, further comprising:

means for delivering an initial promotion to said consumer;



means for determining a status of said initial promotion delivered by monitoring customer transactions at a point of sale (POS);

means for selecting a related promotion based on said status of said each promotion determined, wherein said means for selecting said related promotion based on said status of said initial promotion determined comprises means for selecting a predetermined related promotion associated with said status of said initial promotion determined;

means for delivering said related promotion to said consumer;

means for delivering said initial promotion, determining said status of said initial promotion, selecting said related promotion and delivering said related promotion in at least two transactions with the consumer;

wherein said at least two transactions with the customer are performed either through the same delivery medium or through at least two delivery mediums.